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Ecofriendly Production: A Changing Sensibility of Technology

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Abstract:

Before Industrial Revolution and Technological Advancement the Planet Earth has had her grandeur, maintenance free. The things of damage was only the natural calamity which was but an indispensable fact. However, after the industrial revolution and the introduction of machine in the production which causes into the terrible growth in the factories and ultimately the pollution due to its use of chemical and its emission in the air and in water direly damaged the environment. It caused such a damage which was thought to be irreparable and had /has become the threat to the entire human creed and the planet earth as well. Hence there was a strong feeling to save environment and the human creed for which many nations came together to form the universal movement of saving, preserving, nourishing an nurturing the ecology to save the world of heaven turning into hell. The present paper focuses on the aftereffects got the use of technology and the huge amount of pollution production through industries which has become dangerous for everyone, but at the same time it is seen that the growing an changing sense of technology to become more ecofriendly while producing things of consumption has become vogue and we find many leading companies have come forward to provide more ecofriendly products . This will make the wold a better place to live for one and all which is the core objective of sustainable development.

Keywords: Industrial Revolution, Technological Advancement, Pollution, Chemical, Human Creed, Ecology, Ecofriendly, Sustainable Development.

Introduction: Meaning of Knowledge:

Before industrial revolution the world was different in many ways. Knowledge was not bifurcated and bound strictly in the nomenclatures like Arts,Science or Commerce, neither it was smothered into the smaller units of knowledge such as chemistry, history, botany, biology, Physics, mathematics, literature etc since knowledge was thought in terms of Philosophy, meaning of which of this blended word is *Phil* means to be fond of and *Sophy* means wisdom. It was the sole objective of knowledge to have and to gain the wisdom for the betterment and welfare of one and all. However, to have some discipline in studies , in the later part we see the nomenclature had become the indispensable fact, hence we have had all these subjects / disciplines. The discussion of the things above are for clearly justifying the sea changes after the industrial revolution and the changing sensibility of the world towers knowledge or discipline. The speed of change has been felt and experienced by the people surprised them . The rapid updates, research in technology changes the face of the world and everyone directly or indirectly got affected by it. Though it has made Huma life more comfortable but at the same time it has been hinting day by day the sense of destruction of the entire Planet due to its overuse, senseless use , greedy approach and satanic hunger of commodification up to the extent of endless satiation.

Technology and Commercialisation:

The commercialisation, after the industrial revolution and the constant change and updates in the technology which is so miraculous that we can't believe its rapidity. However, it is found that due to this commercialisation, the entrepreneurs have become so blind that they could not see the kind off damage not only to the lives of living beings but also to the nonliving things. It has become the phase of thorough destruction inside out. The environmentalists and the sensitive people have understood this danger of

destruction due to the overuse of technology and for this extracting and excavating natural resources which are primarily meant for life on earth be it humans or non humans. For this some movements were done and many of them have led their lives to keep the life on earth safe and secure for the next many generations.

Environmental Movements:

The environmental movements played a crucial role in bringing awareness not in the minds of common people but also in the minds of the entrepreneurs, producers, business giants, and scientists about the necessity of being ecofriendly. The key movements that focus on natural reservoirs norishment, conservation, climate change , and justice in which can be. Counted on the top the grassroots movement like Chipkoto modern movements lie Extinction Rebellion and Friday Fture, Fight Against Oil Drilling , Forest protection (Yellow Finch tree Sit) and Global Climate Strikes. The young activist like Greta Thunberg ran and led the global stance for the demand of rapid climate change action, Narmada Bachav Angolan is also very famous that fought against the large dams on the Narmada River, focusing on environmental protection. And indigenous rights. Earth First is a very rational an radical movement to save the Planet.

Changing Sensibility:

All these endeavours have somehow brought awareness about saving the earth, environment and technology. Ecofriendliness started echoing in the environment. The industrialist having humanitarian approach are keen to make their products ecofriendly. It is a welcome shift that has taken place in the minds of the consumers and the producers as well. They are making ecofriendly electric gadgets by using the sustainable materials, energy efficient design,recycling programs , zero carbon policy and much more to minimise environmental damage. Certain names can well be included like Google Nest Thermostat which promises saving electricity upto 30% by remote control heating and cooling systems, Philips Hue Smart Bulbs, Solar Power chargers,. The tech giant Apple is recycling robot Daisy, 100% recycled rare earth in products ,Dell is recycling plastic/carbon fibre in products, Tata, Attero recycling , Mukesh Ambani's Relience Industry and many such companies. It is hoped that sooner the newer projects promoting ecofriendliness would become the heart of production.

Conclusion:

The discussion above is to indicate that whatever is made, consumed , produced for the commercial benefits of the companies, but it should not be forgotten that the benefits should be be at the cost of human life and the environmental damage. The produces of various products must think of their product for the welfare of the entire humanity and their ecosystem . The ecosystem must not be damaged at any cost for we owe a lot to the future generations and mums promise to ourselves to save the Earth.

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